

BEFORE THE COUNCIL OF THE  
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF APPROVING THE )      ORDINANCE NO. 91-424  
REVISION OF METRO CODE SECTION )  
4.01.060 REVISING ADMISSION FEES )      Introduced by Rena Cusma,  
AT THE METRO WASHINGTON PARK ZOO )      Executive Officer

THE COUNCIL OF THE METROPOLITAN SERVICE DISTRICT HEREBY ORDAINS:

Section 1. Metro Code Section 4.01.060 Admission Fees and Policies is amended to read as follows:

"4.01.060 Admission Fees and Policies:

(a) Regular Fees:

(1) Definitions:

- (A) An Education Discount is offered to groups of five (5) or more students in a state accredited elementary, middle, junior or high school or pre-school/daycare center. Qualifications for Education Discount include a minimum of one chaperon for every five (5) students of high school age or under; registration for a specific date at least two weeks in advance; and the purchase of curriculum materials offered by the Zoo, or submission of a copy of the lesson plan that will be used on the day of the visit.
- (B) The Group Discount is defined as any group of twenty-five (25) or more (including school groups that have not met the advance registration and curriculum requirements for the Education Discount; groups of students not accompanied by a minimum of one chaperon for every five students shall not qualify for the Group Discount).

(2) Fee Schedule:

Adult (12 years and over)	\$5.00
Youth (3 years through 11 years)	\$3.00
Child (2 years and under)	free
Senior Citizen (65 years and over)	\$3.50
Education Groups (per student)	\$2.00
Chaperons accompanying Education Groups	free
Groups other than Education Groups	
25 or more per group	20% discount from appropriate fee listed above

(b) Free and Reduced Admission Passes:

- (1) Free and reduced admission passes may be issued by the Director in accordance with this Ordinance.
- (2) A free admission pass will entitle the holder only to enter the Zoo without paying an admission fee.
- (3) A reduced admission pass will entitle the holder only to enter the Zoo by paying a reduced admission fee.
- (4) The reduction granted in admission, by use of a reduced admission pass (other than free admission passes), shall not exceed twenty percent.
- (5) Free or reduced admission passes may be issued to the following groups or individuals and shall be administered as follows:
  - (A) Metro employees shall be entitled to free admission upon presentation of a current Metro employee identification card.
  - (B) Metro Councilors and the Metro Executive Officer shall be entitled to free admission.
  - (C) Free admission passes in the form of volunteer identification cards may, at the Director's discretion, be issued to persons who perform volunteer work at the Zoo. Cards shall bear the name of the volunteer, shall be signed by the Director, shall be non-transferrable, and shall terminate at the end of each calendar year or upon termination of volunteer duty, whichever date occurs first. New identification cards may be issued at the beginning of each new calendar year for active Zoo volunteers.
  - (D) Reduced admission passes may be issued to members of any organization approved by the Council, the main purpose of which is to support the Metro Washington Park Zoo. Such passes shall bear the name of the pass holder, shall be signed by an authorized representative of the organization, shall be non-transferrable, and shall terminate not more than one year from the date of issuance.
  - (E) Other free or reduced admission passes may, with the approval of the Director, be issued to other individuals who are working on educational projects or projects valuable to the

Zoo. Such passes shall bear an expiration date not to exceed three months from the date of issuance, shall bear the name of the pass holder, shall be signed by the Director and shall be nontransferable.

(c) Special Admission Days:

- (1) Special admission days are days when the rate established by this Ordinance are reduced or eliminated for a designated group or groups. Six special admission days may be allowed, at the discretion of the Director, during each calendar year.
- (2) Three additional special admission days may be allowed each year by the Director for designated groups. Any additional special admission days designated under this subsection must be approved by the Executive Officer.

(d) Special Free Hours: Admission to the Zoo shall be free for all persons from 3:00 p.m. until closing on the second Tuesday of each month.


(e) Commercial Ventures: Proposed commercial or fund-raising ventures with private profit or nonprofit corporations involving admission to the Zoo must be authorized in advance by the Executive Officer. The Executive Officer may approve variances to the admission fees to facilitate such ventures.

(f) Special Events: The Zoo, or portions thereof, may be utilized for special events designed to enhance Zoo revenues during hours that the Zoo is not normally open to the public. The number, nature of and admission fees for such events shall be subject to the approval of the Executive Officer."

Section 2. The amendment to the Metro Code provided for in this Ordinance shall take effect on the later of either January 2, 1992, or 90 days after the adoption of this Ordinance.

ADOPTED by the Council of the Metropolitan Service District this 26th day of September, 1991.

  
Tanya Collier, Presiding Officer

ATTEST:  
  
Clerk of the Council

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(2) Fee Schedule:

Adult (12 years and over)	\$4.50	\$5.00
Youth (3 years through 11 years)	\$2.50	\$3.00
Child (2 years and under)		free
Senior Citizen (65 years and over)	<del>\$3.00</del>	\$3.50
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ADOPTED by the Council of the Metropolitan Service District  
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\_\_\_\_\_  
Tanya Collier, Presiding Officer

ATTEST:

\_\_\_\_\_  
Clerk of the Council

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1052



**METRO**

# Memorandum

2000 S.W. First Avenue  
Portland, OR 97201-5398  
503/221-1646

DATE: September 17, 1991

TO: Sherry Sheng, Zoo Director  
Kay Rich, Assistant Zoo Director

FROM: Don Carlson, Council Administrator  
Casey Short, Council Analyst

RE: Ordinance No. 91-424, Revising Zoo Admission Fees

Ordinance No. 91-424 proposes to increase admission fees at the Metro Washington Park Zoo, effective January 2, 1992. The ordinance is scheduled for hearing before the Council Finance Committee on September 19, and before the Council Regional Facilities Committee on September 24, with consideration by the full Metro Council proposed for September 26. The increase proposed in the ordinance is fifty cents for adult, youth and senior admissions. This is less than the one dollar increase anticipated in the 1991-92 budget.

The staff report accompanying the ordinance refers to a Five Year Financial projection which projects revenues and costs based on the most recent 1990-91 figures from accounting. Will you please provide a copy of this report to us, for distribution to the committees before their meetings?

The 1991-92 budget contains a note directing the Finance Division to prepare Five Year Financial Plans for several Funds, including the Zoo Operating Fund. What is the relation between the Five Year Plan and the financial projection referred to above? How does the proposed fee increase fit in with the financial projection and your expectations for the Five Year Plan? In short, will a fifty cent fee increase be adequate to meet the Zoo's revenue needs in the early years of the Five Year Plan?

Finally, what is the status of the Zoo Master Plan? The Regional Facilities Committee heard a presentation on the Master Plan in June, but the full Council has not received such a presentation. Do you plan to brief the Council on the Master Plan? Does the Master Plan contain assumptions regarding revenues and expenditures that will be reflected in the Five Year Financial Plan, and do you expect the Master Plan to require significant additional revenues for operating and capital needs? If so, what do you expect to be the source of those revenues?

cc: Finance Committee  
Regional Facilities Committee



## FINANCE COMMITTEE REPORT

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ORDINANCE NO. 91-424, APPROVING THE REVISION OF METRO CODE SECTION 4.01.060 REVISING ADMISSION FEES AT METRO WASHINGTON PARK ZOO

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Date: September 23, 1991

Presented By: Councilor Devlin

COMMITTEE RECOMMENDATION: At its September 19, 1991 meeting the committee voted to recommend Council approval of Ordinance No. 91-424. Voting in favor of the motion were Councilor Devlin, Hansen, Van Bergen and Wyers. Voting against the motion was Councilor Buchanan.

COMMITTEE DISCUSSION / ISSUES: A. McKay Rich, Assistant Zoo Director, presented the staff report. He indicated this fee increase was proposed in conformance with adopted Council policy for the Zoo that a ratio of no more than 50% of the Zoo's operating revenue be derived from property tax sources and that the Zoo annually review its admission fees to meet the above policy. He pointed out that the Council adopted FY 1991-92 budget was predicated upon a \$1 per person increase in Zoo admission fees effective January 1, 1992. Upon further review it appears the Zoo Operating Fund will have a higher than anticipated fund balance than earlier projected which leads to the recommendation to increase admission fees by only \$.50. Mr. Rich said a preliminary review of the Five Year Financial Plan shows the Operating Fund to be in deficit position by FY 1994-95 or 1995-96.

In response to Councilor Wyers, Mr. Rich said another \$.50 increase might be recommended for January 1, 1993 and that the current master planning effort includes a replacement of the Children's Zoo.

Councilor Buchanan said he supported adequate funds for the Zoo but questioned whether or not it was advisable to raise admission fees at this time. Mr. Rich pointed out that even with this fee increase and an additional \$.50 in 1993 the Zoo was facing substantial budget cuts in several years. He noted that additional costs such as the self-insurance program, increased support service costs, revenue losses due to Measure 5 (approximately \$600,000) and the Excise Tax (approximately \$350,000) help create financial difficulties for the Zoo's programs.

Councilor Devlin pointed out that Zoo revenue needs should be included in the list of revenue needs being identified for other regional facilities. Other committee members concurred. In response to a question from Councilor Van Bergen, Council Staff pointed out that the fee increase ordinance was scheduled to be heard by the Regional Facilities Committee at its September 24, 1991 meeting. It would normally be considered by the substantive committee first and the Finance Committee second, but because of the need for Council action on September 26, 1991, the reverse schedule is being followed.

## REGIONAL FACILITIES COMMITTEE REPORT

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ORDINANCE NO. 91-424, APPROVING THE REVISION OF METRO CODE SECTION 4.01.060 REVISING ADMISSION FEES AT THE METRO WASHINGTON PARK ZOO

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Date: September 25, 1991

Presented by: Councilor Bauer

**COMMITTEE RECOMMENDATION:** At its September 24, 1991 meeting the Regional Facilities Committee voted 2-1 to recommend Council approval of Ordinance No. 91-424. Councilors Gardner and Bauer voted aye; Councilor Buchanan voted no. Councilors Knowles and McFarland were excused.

**COMMITTEE DISCUSSION/ISSUES:** Assistant Zoo Director Kay Rich gave the staff report. He said the revenues projected in the FY 1991-92 budget were based on a \$1 admission fee increase in January, and this fee increase request was for only 50 cents. Staff has been conservative in spending following passage of Ballot Measure 5, producing a higher fund balance than estimated; this increased balance allows a smaller fee increase. Zoo management also wants to keep the adult admission fee from exceeding \$5.00. Mr. Rich said that Zoo surveys of its customers show that people are impressed with the Zoo, and feel they get their money's worth.

Councilor Buchanan asked when and how much the most recent fee increase was, and expressed his concern that this is too soon to raise fees again. Mr. Rich responded that the last increase was in February 1991, for \$1 for adults and different amounts in other categories. Councilor Buchanan clarified that approval of this ordinance would mean the fee was increasing from \$3.50 to \$5.00 in less than a year. Mr. Rich agreed, but added that Measure 5 will have an effect on Zoo revenues. He also said that last year was the first year of the excise tax, which transferred \$385,000 from the Zoo to the General Fund; Metro is moving to self-insurance, which is expensive; and support service costs are increasing. The Zoo projects increasing staff by only 4.2 FTE through 1995-96, and is adding new events to attract more visitors. Councilor Buchanan said that he was concerned about the effect of higher fees on families' ability to come to the Zoo.

Councilor Bauer asked if the \$5.00 fee was projected to remain stable for a while. Mr. Rich answered that his intent is to hold that fee through next fiscal year, but in the absence of new exhibits (none of which is planned) Zoo attendance will likely decrease, requiring another fee increase later. Councilor Bauer said he shared Councilor Buchanan's concerns, and that he was worried about pricing poor people out of visiting the Zoo. He said he would view any fee increases in the near future with skepticism.

Councilor Buchanan said he would vote no on the ordinance, though he understands the Zoo's need to raise sufficient operating revenues. He said he wanted to keep the opportunity open for further discussion at Council.

Vice-Chair Gardner opened the public hearing, and there was no testimony. He then said that he thinks we are in danger of reaching the threshold of what needy people are able to pay. He said that even though revenues might increase with higher fees, we should take efforts to avoid excluding people who might not be able to afford to come to the Zoo. He also congratulated Zoo staff on being sensitive to the cost issue, and on proposing a fee increase lower than that anticipated in the budget.

STAFF REPORT

CONSIDERATION OF ORDINANCE NO. 91-424  
FOR THE PURPOSE OF AMENDING METRO CODE SECTION 4.01.060  
REVISING ADMISSION FEES  
AT METRO WASHINGTON PARK ZOO

Date: August 12, 1991

Presented by: Y. Sherry Sheng

FACTUAL BACKGROUND AND ANALYSIS

In 1984, the Metro Council adopted the following policies relating to the Zoo:

1. The Zoo shall rely on property tax for a portion of its revenue;
2. A ratio of approximately 50 percent tax and 50 percent non-tax revenue shall be maintained for funding zoo operations; and
3. The Council shall annually review admission fees to assist in meeting policy 2 above.

A Five Year Financial projection based on the most recent figures from accounting for Fiscal Year 1990-91 projects revenues and costs in accordance with these policies. Revenue projections assume a fifty cent increase in admission fees on January 1 of each year. Fees beginning January 1, 1992 would be \$5.00 for adults; \$3.00 for youth; \$3.50 for seniors and \$2.00 for Education Groups. The proposed increase is fifty cents less than that discussed during budget meetings and upon which the 1991-92 admission revenues were based. This reduction appears prudent due to a larger 1991-92 fund balance than projected and the need to avoid the public perception that fees are escalating too rapidly in the absence of new capital construction.

The projected admission fee schedule assists in providing non-tax revenues at better than the 50% level of operations and maintenance costs for fiscal years 1991-92, 1992-93 and 1993-94. This number drops to 48% for fiscal years 1994-95 and 1995-96. However, it should be noted that through these years the fund balance is being depleted, and in fiscal year 1995-96, the revenues are about \$1,500,000 below that required to maintain an unappropriated balance of no less than \$800,000. This is, in part, due to loss of tax revenue because of Measure 5, a projected decline in attendance because of no new major exhibits, significant increases in transfer costs to achieve self insurance programs and improved central services and the instigation of the excise tax and subsequent increases.

The actual level of attendance and revenues during any fiscal year is subject to the opening of new exhibits, weather conditions and other circumstances beyond the Zoo's control. Actual amounts may vary either positively or negatively compared to projections.

Expenses are monitored to conform with revenues. The proposed fee increase is based on the expanded services provided by the Zoo including the new Africa Rain Forest Exhibit that opened this year.

The proposed admission rate at the Zoo remains a good value compared to similar institutions in the west and to other educational and entertainment facilities in the Metro area as shown in Tables I and II. The recent trend of increased visitors does suggest that visitors to the zoo are willing to pay a fair admission fee for an experience that leaves them with some new knowledge in an increasingly sophisticated and pleasing environment. Recent surveys conducted for the Zoo indicate that people will consider the proposed fee a fair one.

TABLE I: SELECTED WEST COAST ZOOS

	<u>Adults</u>	<u>Youth</u>	<u>Seniors</u>
Wildlife Safari	\$8.50	\$5.25	\$7.00
	+ \$1 per car		
San Francisco Zoo	\$6.00	\$3.00	\$3.00
Los Angeles Zoo	\$6.00	\$2.75	\$5.00
Denver Zoo	\$4.00	\$2.00	\$2.00
Rio Grande Zoo	\$4.25	\$2.25	\$2.25
Point Defiance Zoo (Tacoma)	\$5.75	\$4.00	\$5.25
Woodland Park Zoo (Seattle)	\$4.00	\$2.25	\$2.25
Hogle Park Zoo (Salt Lake)	\$4.00	\$2.00	\$2.00

TABLE II: SELECTED METRO AREA EDUCATIONAL/ENTERTAINMENT FACILITIES

	<u>Adults</u>	<u>Youth</u>	<u>Seniors</u>
Movie Theaters	\$6.00	\$3.00	\$3.00
OMSI	\$4.50	\$3.00	\$3.50
Shows at Expo Center (avg.)	\$4.00	\$2.00	\$4.00
High Desert Museum (Bend)	\$4.50	\$2.50	\$4.00
Pittock Mansion	\$3.00	\$1.00	\$2.50
Children Museum	\$3.00	\$2.50	\$3.00
Japanese Gardens	\$3.50	\$2.00	\$2.00
Art Museum	\$3.00	\$1.50	\$3.00
World Forestry Center	\$3.00	\$2.00	\$2.00

In summary, the proposed new rate structure will assist to:

- provide over 50% of the costs for maintenance and operations from non-tax sources
- allow us to adequately care for the service needs of our visitors (custodial, landscaping, visitor services, security, etc.)
- provide proper care for the animals on exhibit
- maintain the considerable capital assets at the Zoo

Staff Recommendation:

Based on the forgoing information it is recommended that the admission rates be increased to \$5.00 for adults, \$3.50 for senior citizens, \$3.00 for youths and \$2.00 for education groups.

EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends approval of Ordinance No. 91-424.



**METRO**

2000 S.W. First Avenue  
Portland, OR 97201-5398  
503/221-1646

# Memorandum

DATE: October 1, 1991  
TO: Rena Cusma, Executive Officer  
FROM: Paulette Allen, Clerk of the Council *PA*  
RE: TRANSMITTAL OF ORDINANCE NOS. 91-424, 425, AND 426A

Attached for your consideration are true copies of the ordinances referenced above adopted by the Council on September 26, 1991.

If you wish to veto any of the above referenced ordinances, I must receive a signed and dated written veto message from you no later than 5:00 p.m., Thursday, October 3, 1991. The veto message, if submitted, will become part of the permanent record. If no veto message is received by the time and date stated above, these ordinances will be considered finally adopted.

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I, *Ernette Shalley*, received this memo and true copies of Ordinance Nos. 91-424, 91-425 and 91-426A from the Clerk of the Council on *Sept OCT 01, 1991*.

ORD.MEM